

Message Text

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LIMITED OFFICIAL USE MOSCOW 6209

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: SOVIET EXHIBITIONS - COMPUTERS/OFFICE EQUIPMENT,

SEPTEMBER 1974

REF: MOSCOW'S A-616, DECEMBER 20, 1973

COMMERCE FOR BEWT/RICE

1. EMBASSY UNDERSTANDS THAT CONSIDERATION OF OFFICIAL US
PARTICIPATION IN SETEMBER 1975 SOVIET COMPUTER/OFFICE EQUIPMENT
EXHIBITION HAS REVEALED POSSIBLE CONFLICT WITH PROPOSAL TO HOLD
SOLO US EXHIBITION ON EQUIPMENT FOR MONITORING AND ANALYZING
ENVIRONMENTAL POLLUTION, AS STATED IN NOVEMBER16, 1973
TRAIN-FEDOROV MEMORANDUM.

2. WHILE RECOGNIZING GROWING SOVIET INTEREST IN ENVIRONMENTAL
FIELD AND POTENTIAL COMMERCIAL POSSIBILITIES FOR US
MANUFACTURERS WHICH THIS COULD OPEN, EMBASSY DOES NOT BELIEVE
THAT TWO PROPOSED ACTIVITIES CAN BE COMPARED FROM COMMERCIAL
POINT OF VIEW. STRONG SOVIET INTEREST IN US COMPUTER
AND OFFICE EQUIPMENT, AS EVIDENCED BY SUBSTANTIAL AND GROWING
SALES OVER LAST FEW YEARS, DESPITE EXPORT LICENSING PROBLEMS,
HIGHLIGHTS WHAT IS IN EMBASSY'S VIEW ONE OR TWO OR THREE MOST
PROMISING AREAS FOR EXPORT OF US EQUIPMENT, SERVICES AND TECHNOLOGY
TO USSR. SALES PROSPECTS FOR ENVIRONMENTAL EQUIPMENT, WHILE
PERHAPS PROMISING IN LONGER TERM, ARE NOT IN SAME CATEOGRY.
SEPTEMBER 1975 COMPUTER AND OFFICE EQUIPMENT EXHIBITION, WHICH
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SOVIET FOREIGN TRADE AND EXHIBITION OFFICIALS HAVE INDICATED

IS TO BE OF CONSIDERABLE IMPORTANCE IN DETERMINING SOVIET IMPORTS
IN THIS AREA OVER COMING PERIOD, IS MAJOR COMMERCIAL EVENT WHICH
EMBASSY BELIEVES WE WOULD BE UNWISE TO PASS UP, DESPITE POSSIBLE
CONFLICT WITH OTHER EVENT(S).DUBS

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